



**Ref: WE019 - CANCELLATION**

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## **PRESS RELEASE**

### **W Exhibition Cancelled**

Montgomery Group has announced the cancellation of W Exhibition, the UK's flagship event for the manufacturing and joinery industry. The event was due to take place at the NEC from February 6 - 9, 2022.

The announcement follows a period of unprecedented uncertainty, with the ongoing global impact of COVID-19 and related government restrictions resulting in an ever-shifting calendar of European exhibitions. The cancellation marks the second time that organisers have been compelled to move the show, which was originally due to return in September of 2020.

The relaunched showcase for the furniture manufacturing and joinery sector will be at the NEC from September 24 - 27, 2023.

The W Exhibition Managing Director, Nickie West said: *"It is with a very heavy heart that we have decided to cancel the W Exhibition 2022, which had to be postponed from its original dateline in September 2020 due to restrictions on the hosting of events in the context of the Covid pandemic.*

*"Despite huge appetite from visitors, and a genuine enthusiasm from new and emerging companies within the sector, we have decided that it is in the best interest of our committed and supportive stakeholders, and indeed the future of the show, if we give the industry a longer timeline to work towards. This decision has been further cemented by the recent emergence of the Omicron variant.*

The W Exhibition is the UK's number one event for the furniture manufacturing and joinery industry, with over 40 years of heritage. The event will return to the NEC in a new and reinvigorated format from September 24 - 27, 2023. The show brings together some of the world's leading suppliers of woodworking machinery, materials, and tooling.

Nickie West added: *"We are consulting with our stakeholders, including the associations, trade bodies, industry media and our visiting audience to redefine our proposition. When we return to the NEC with our new concept, which will incorporate a complete reimagining of the show, the event will be a true reflection of the wants and needs of the furniture manufacturing and joinery sector."*

*"In the coming months, an interdisciplinary team of internal and external experts will analyse the target segments and, in close exchange with manufacturers and retailers, make a deep dive into their marketing and commercial needs. In this context, particular attention will be paid to the latest trends in manufacturing with a view to the post-pandemic period."*

*"The goal remains to deliver the best possible ROI for our exhibitors, and the best experience for our visitors. We are confident that this new dateline and new concept will allow us to do just that. We are excited to showcase all of the latest products and machinery when we return in September 2023."*

**ENDS.**

**For more information:** please contact The W Exhibition PR & Comms Manager, Jess Hardisty ([jess.hardisty@montgomerygroup.com](mailto:jess.hardisty@montgomerygroup.com)) or 07871544330.